

IN THE CLAIMS

Please amend claims 1, 9, 15, and 18-20 as follows:

1. (Currently Amended) A method of gift purchasing comprising:  
tracking, at a gift reminder service provider, at least one gift idea and a related event date for a user; and  
generating a reminder, based on an internet search relating to the at least one gift idea that is initiated and performed by the gift reminder service provider, wherein the reminder includes, for each at least one gift idea, at least one network link to a gift merchant web site identified in the internet search that sells a gift related to the respective at least one gift idea wherein the gift merchant web site is independent from the gift reminder service provider;  
electronically notifying the user prior to the event date with thea reminder from athe gift reminder service provider, with the reminder including, for each at least one gift idea, at least one network link to a gift merchant web site selling a gift related to the respective at least one gift idea wherein the gift merchant web site is independent from the gift reminder service provider.
2. (Currently Amended) The method of claim 1, wherein the tracking step comprises:  
displaying the at least one gift idea and the related event date on a web site of the gift reminder service provider.
3. (Original) The method of claim 1, further comprising:  
supplying the reminder service through a gift reminder web site and providing the network link as a uniform resource locator for the gift merchant web site.
4. (Currently Amended) The method of claim 1, wherein the notifying step further comprises:  
providing the at least one network link via a link to the gift reminder web site at which the user will obtain, for each at least one gift idea, a listing of a plurality of network